



Pan-Mass Challenge Fact Sheet

About the PMC:

The Pan-Mass Challenge® (PMC) is a bike-a-thon that raises more money for charity than any other single athletic fundraising event in the country. Benefiting the Dana-Farber Cancer Institute, the PMC pioneered the \$5 billion athletic fundraising industry when it was founded in 1980 by Billy Starr, who remains the event's executive director and a yearly rider and fundraiser.

The PMC donates 100 percent of every rider-raised dollar directly to Dana-Farber and is the Institute's largest single contributor, raising more than 64 percent of the annual revenue at The Jimmy Fund®. In 2020, the PMC raised an impressive \$50 million through its Reimagined event, bringing its 41-year contribution to \$767 million. In 2021, the PMC has a fundraising goal of \$56 million.

As spokes in the wheel of its fundraising campaign, the organization annually hosts PMC Winter Cycle, a charitable stationary cycling event at Fenway Park, and more than 25 PMC Kids Rides, mini bike-a-thons that allow children ages two to 15 to fight cancer just like the adults, throughout New England each year.

The Ride:

The PMC is a fully supported bike-a-thon which typically includes 16 routes spanning 25 to 211 miles over the first weekend of every August.

Timing:

PMC 2021 will take place on Saturday, August 7, and Sunday, August 8, bringing together thousands of riders, volunteers, donors and supporters from their hometowns around the globe to make an unparalleled impact in the fight against cancer.

Participants and Partners:

PMC riders and volunteers hail from 47 states and 11 countries. Most participate in honor of a family member or friend fighting the disease and more than 950 riders and volunteers are cancer survivors or current patients, considered Living Proof® of the PMC mission. More than 150 Dana-Farber employees are committed to the cause as riders and volunteers as well, in some cases to fund their own cancer research.

During PMC weekend and throughout the year, more than 4,000 volunteers donate their time, and 200 corporations provide more than \$7 million in essential funds, products and services each year. The PMC is presented by the Red Sox® Foundation.

| <u>YEARS</u> | <u>RIDERS</u> | <u>VOLUNTEERS</u> | <u>DONATION</u> |
|---------------|---------------|-------------------|----------------------|
| 1980 - 1989 | 4,969 | 1,778 | \$3,665,800 |
| 1990 - 1999 | 16,668 | 11,921 | \$38,750,000 |
| 2000 - 2009 | 39,969 | 22,550 | \$227,584,200 |
| 2010 - 2019 | 57,536 | 35,675 | \$447,000,000 |
| 2020 | 9,600 | N/A | \$50,000,000 |
| 41-Year Total | 128,742 | 71,924 | \$767,000,000 |

